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City of Barrie

Final

Communities in Bloom Committee

Tuesday, November 7, 2023 | **4:00 PM** | **Huronia Room "B"**

COMMUNITIES IN BLOOM COMMITTEE REPORT
For consideration by the Infrastructure and Community Investment Committee on November 29, 2023.

The meeting was called to order by Chair, Councillor, A.M. Kungl at 4:07 p.m. The following were in attendance for the meeting:

Present: 7 - Councillor A.M. Kungl
K. Bagnell
D. Brooke-Bagnell
K. Patterson-McGrath
D. Ramsay
S. Posius
V. Watts

STAFF:
Horticulture Foreperson, M. Boyd
Legislative Coordinator, T. Maynard.

The Communities in Bloom Committee met and discussed the following:

PARTICIPATION IN THE 2024 COMMUNITIES IN BLOOM PROGRAM

The Committee discussed participating in the 2024 Communities in Bloom Program (CIB) in the International Category, and commemorating Barrie's 25th Anniversary participating in the Program.

The Committee provided input on next year's Communities in Bloom program, the areas to focus on which including opportunities to showcase the community's participation and engaging with youth, stakeholders and organizations to provide opportunities for them to get involved with the program.

Committee members will bring their list of potential stakeholders and organizations to promote in the Communities in Bloom Program with further discussion taking place at the next meeting.

The Committee provided suggestions related to promoting and commemorating the municipality's 25th anniversary of participating in the Communities in Bloom Program, including a presentation to City Council to launch the 2024 CIB program, creating promotional material, information on the City's website, social media, using stakeholders and organizations forums to promote the program. Councillor, A.M. Kungl advised that she will coordinate the timing of the presentation with staff in the Legislative and Court Services Department for March, 2024. Vandita Watts and Kelly Patterson-McGrath volunteered to make the presentation on behalf of the Committee.

The Committee will invite staff from Access Barrie to a future meeting to discuss a communications campaign and promotional material for the 2024 Communities in Bloom Program.

JUDGES' EVALUATION OVERVIEW

The Committee reviewed the 2023 Communities in Bloom Evaluation Form. The Committee discussed the areas to focus on to improve Barrie's scores for the 2024 Communities in Bloom Program including heritage conservation, environmental action and community involvement to include youth, students, organizations and stakeholders.

Vandita Watts will put together a list of the action items from the Communities in Bloom evaluation form to bring forward to the next Committee for consideration.

YOUTH ENGAGEMENT

Vandita Watts and Kelly Patterson-McGrath provided an update on the status of the 2024 Youth Engagement Gardening Project. Ms. McGrath advised that the Barrie Public Library has been booked for February 24, 2024, between 10:00 a.m. and 12:00 p.m., which will provide an opportunity to engage with youth and students to teach about native species plants.

Vandita Watts indicated that she has compiled a list of schools in Barrie who may be interested in pursuing gardening projects for their schools.

The Committee discussed opportunities to communicate and advertise the youth engagement event. Ms. Watts and Ms. McGrath advise that they will work together to prepare a lesson plan for the upcoming event to discuss at the next meeting.

COMMUNICATIONS CAMPAIGN

The Communications campaign matter was discussed during participation in the 2024 Communities in Bloom Program.

ADJOURNMENT

The meeting adjourned at 5:55 p.m.

CHAIRMAN